757	<u>CLAIMS</u>
758	What is claimed is:
759	1. A system for providing caller profile information to a called party
760	subscriber terminal comprising:
761	a telecommunications switching system coupled to said subscriber terminal
762	a caller profile database server coupled to said telecommunications
763	switching system and adapted to store caller profile information for at least one
764	subscriber; and
765	a caller profile administrative server coupled to said caller profile database
766	server, said caller profile administrative server being adapted to administer said
767	caller profile information responsive to instructions from said subscriber.
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769	2. A system for providing caller profile information to a called party
770	subscriber terminal comprising:
771	a call processor element coupled to said subscriber terminal;
772	a caller profile database server coupled to said call processor element and
77,3	adapted to store caller profile information for at least one subscriber; and
774	a caller profile administrative server coupled to said caller profile database
775	server, said caller profile administrative server being adapted to administer said

caller profile information responsive to instructions from said subscriber.

3. The system of claim 2 further comprising an interactive voice response system coupled to said caller profile administrative server and adapted to provide a user interface operable by said subscriber.

4. The system of claim 2 further comprising a user interface element coupled to said caller profile administrative server and adapted to receive instructions from said subscriber to administer said caller profile information.

5. The system of claim 2 further comprising a called subscriber terminal having associated therewith a caller profile information display and wherein said call processor element is adapted to request said caller profile information from said caller profile database server and transmit said caller profile information to said called subscriber terminal when a call destined for said called subscriber terminal arrives.

6. The system of claim 5 further comprising a user interface element coupled to said caller profile administrative server and adapted to receive from said subscriber instructions defining whether to transmit said caller profile information for a particular call.

7. The system of claim 5 wherein said caller profile database server is adapted to store a plurality of caller profiles for said subscriber;

said system further comprising a user interface element coupled to said caller profile administrative server and adapted to receive from said subscriber instructions defining which of said plurality of caller profiles shall be delivered for a particular call.

8. The system of claim 5 wherein said caller profile database server is adapted to store a plurality of caller profiles for said subscriber; and

said caller profile database server is adapted to implement instructions provided by said subscriber defining which of said plurality of caller profiles shall be delivered for a particular call.

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9. The system of claim 5 wherein said caller profile database server is adapted to store a plurality of caller profiles for said subscriber; and

said call processing element is adapted to implement instructions provided by said subscriber defining which of said plurality of caller profiles shall be delivered for a particular call.

10. The system of claim 2 further comprising a called subscriber terminal
having associated therewith a caller profile information display and wherein said
call processor element is adapted to request from said caller profile database server
indicia for locating said caller profile information and to transmit said indicia to
said called subscriber terminal when a call destined for said called subscriber
terminal arrives.

11. The system of claim 10 wherein said subscriber terminal is adapted to retrieve said caller profile information as directed by said indicia.

12. The system of claim 10 wherein said indicia comprises a uniform resource locator.

13. For use in providing a caller profile service in a telecommunications system having a caller profile administrative system, a method for administering a caller profile for a subscriber comprising the steps of:

said caller profile administrative server receiving a log-in request from a subscriber;

said caller profile administrative server receiving from said subscriber information defining at least one caller profile;

<i>837</i>	said caller profile administrative server providing to a caller profile database
838	system said information defining at least one caller profile; and

said caller profile administrative server instructing a call processing element of said telecommunications network to activate said caller profile service for telecommunications service for said subscriber.

14. The method of claim 13 wherein said telecommunications service associated for said subscriber comprises service associated with a telephone line.

15. The method of claim 13 wherein said telecommunications service associated for said subscriber comprises service associated with a wireless subscriber terminal.

16. The method of claim 13 further comprising the step of receiving from said subscriber instructions defining whether to transmit said caller profile information for a particular call.

17. The method of claim 13 further comprising the step of receiving from said subscriber instructions defining which of a plurality of caller profiles shall be transmitted for a particular call.

- 18. For use in providing a caller profile service in a telecommunications 858 system having a caller profile administrative system, a method for delivering a 859 caller profile for a subscriber comprising the steps of: 860
- (a) storing in a caller profile database server at least one indicium relating 861 to at least one caller profile for said subscriber; 862
- (b) a call processing element receiving a call from said subscriber to a called 863 party; 864
 - (c) said call processing element determining whether the called party subscribes to the caller profile service;
 - (d) responsive to a positive determination that said called party subscribes to the caller profile service, requesting from said caller profile database server said at least one indicium relating to at least one caller profile for said subscriber; and
 - (e) delivering to said call processing element said at least one indicium relating to at least one caller profile for said subscriber.

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- 19. The method of claim 18 further comprising the step of:
- (f) said call processing element transmitting to a subscriber terminal of said called party said indicium relating to a caller profile for said subscriber. 875

877	20. The method of claim 18, wherein step (f) thereof further comprises the
878	steps of:
879	(f1) implementing instructions of said subscriber defining whether to
880	transmit said caller profile information for a particular call
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882	21. The method of claim 18, wherein:
883	step (a) thereof comprises storing in said caller profile database server a
884	plurality of indicia each relating to relating to a respective one of a plurality of
885	caller profiles for said subscriber;
8 86	step (d) thereof comprises, responsive to a positive determination that said
887	called party subscribes to the caller profile service, requesting from said caller
888	profile database server at least one indicium relating to caller profiles for said
889	subscriber; and
890	step (e) thereof further comprises the substeps of:
891	(e1) implementing instructions of said subscriber defining which of said
892	indicia relating to caller profiles for said subscriber shall be transmitted for a
893	particular calla and
894	(e2) responsive thereto, delivering to said call processing element a selected
895	one of said indicia.

897	22. The method of claim 19, wherein:
898	step (a) thereof comprises storing in said caller profile database server a
899	plurality of indicia each relating to relating to a respective one of a plurality of
900	caller profiles for said subscriber;
901	step (d) thereof comprises, responsive to a positive determination that said
902	called party subscribes to the caller profile service, requesting from said caller
903	profile database server said indicia relating to caller profiles for said subscriber; and
904	step (f) thereof further comprises the substeps of:
905	(f1) implementing instructions of said subscriber defining which of said
906	indicia relating to caller profiles for said subscriber shall be transmitted for a
907	particular call; and
908	(f2) responsive thereto, transmitting to said subscriber terminal a selected
909	one of said indicia.
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911	23. The method of claim 18 wherein at least one of said caller profiles for
912	said subscriber is modifiable by said subscriber.
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914	24. The method of claim 18 wherein at least one of said indicium comprises
915	content of one of said user profiles.

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intervention;

917	25. The method of claim 18 wherein at least one of said indicium comprises
918	a uniform resource locator at which content of one of said user profiles may be
919	obtained.
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921	26. The method of claim 13 further comprising the step of accepting a
922	request to update said at least one caller profile for said subscriber, said request
923	being initiated by said subscriber without other human intervention;
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925	27. The method of claim 13 further comprising the step of accepting a
926 :	request to update said at least one caller profile for said subscriber, said request
927	being initiated by said subscriber without other human intervention;
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929	28. For use in providing a caller profile service in a telecommunications
930	system having a caller profile administrative system, a method for delivering a
931	caller profile for a subscriber comprising the steps of:
932	(a) storing in a caller profile database server at least one indicium relating
933	to at least one caller profile for said subscriber;

(b) accepting a request to update said at least one caller profile for said

subscriber, said request being initiated by said subscriber without other human

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<i>937</i> .	(c) receiving from a call processing element a request for said at least one
938	indicium relating to at least one caller profile for said subscriber; and

(d) delivering to said call processing element said at least one indicium relating to at least one caller profile for said subscriber.